

# Identification of Influencers in Social Media using Social Network Analysis (SNA)

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**Abstract**—Social media is a communication media that is often used to connect many people around the world. The inappropriate use of social media will have a negative impact. The example is the spread of hoaxes. Hoax is a topic that shared by many accounts on social media. These accounts are referred as influencers. This research aims to identify influencers in social media. This research use hoax dataset. The methods are Social Network Analysis (SNA) and weighting of SNA measurements. The results of this study are a list of SNA measurement results which are then combined using weighting. The results indicate the social media accounts that act as the major influencers and their relationships with other accounts. The relation is shown in a model to know the path of the spread.

**Keywords**—*influencer, hoax, social network analysis, weighting, social media*